

# **Creating an Atmosphere of Trust to Enhance Communications – I-70 East Corridor Outreach**

**Southeast Region Community  
Impact Assessment Workshop**

**June 7, 2005**

# Agenda

- Panel introductions
- Project overview
- Outreach process/tools
- Panel perspectives
  - Outreach program organizer
  - Community member
  - Federal agency
- Questions/Answers



# Panel members

- Jumetta Posey – President, Neighborhood Solutions
- Amanda Champany – Director, COPEEN
- Shaun Cutting – Operations Engineer, FHWA Colorado Division

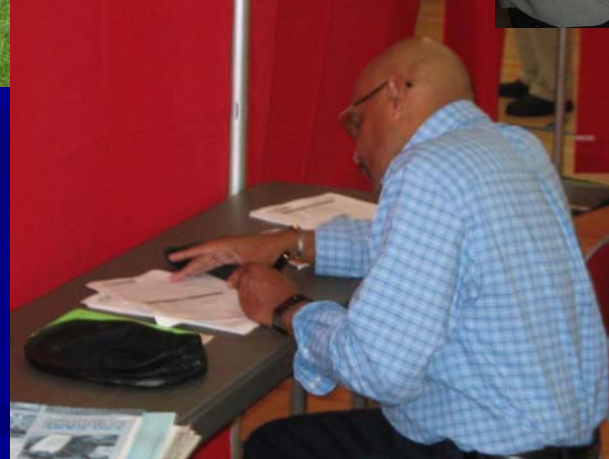
# Who is involved in the I-70 East Corridor EIS?



US Army Corps  
of Engineers ®



# Who is involved in the I-70 East Corridor EIS?

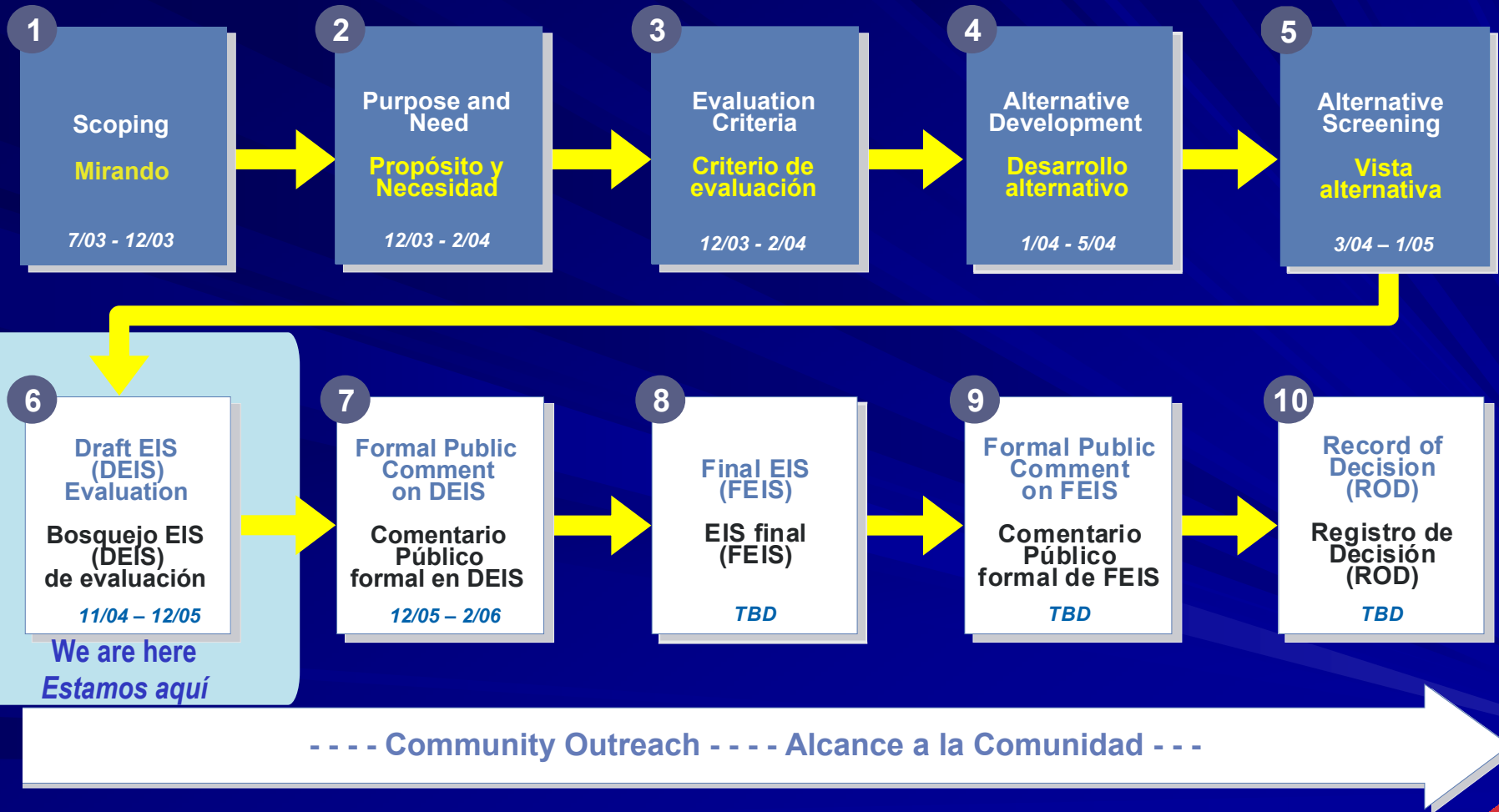


# What is the I-70 East Corridor EIS?

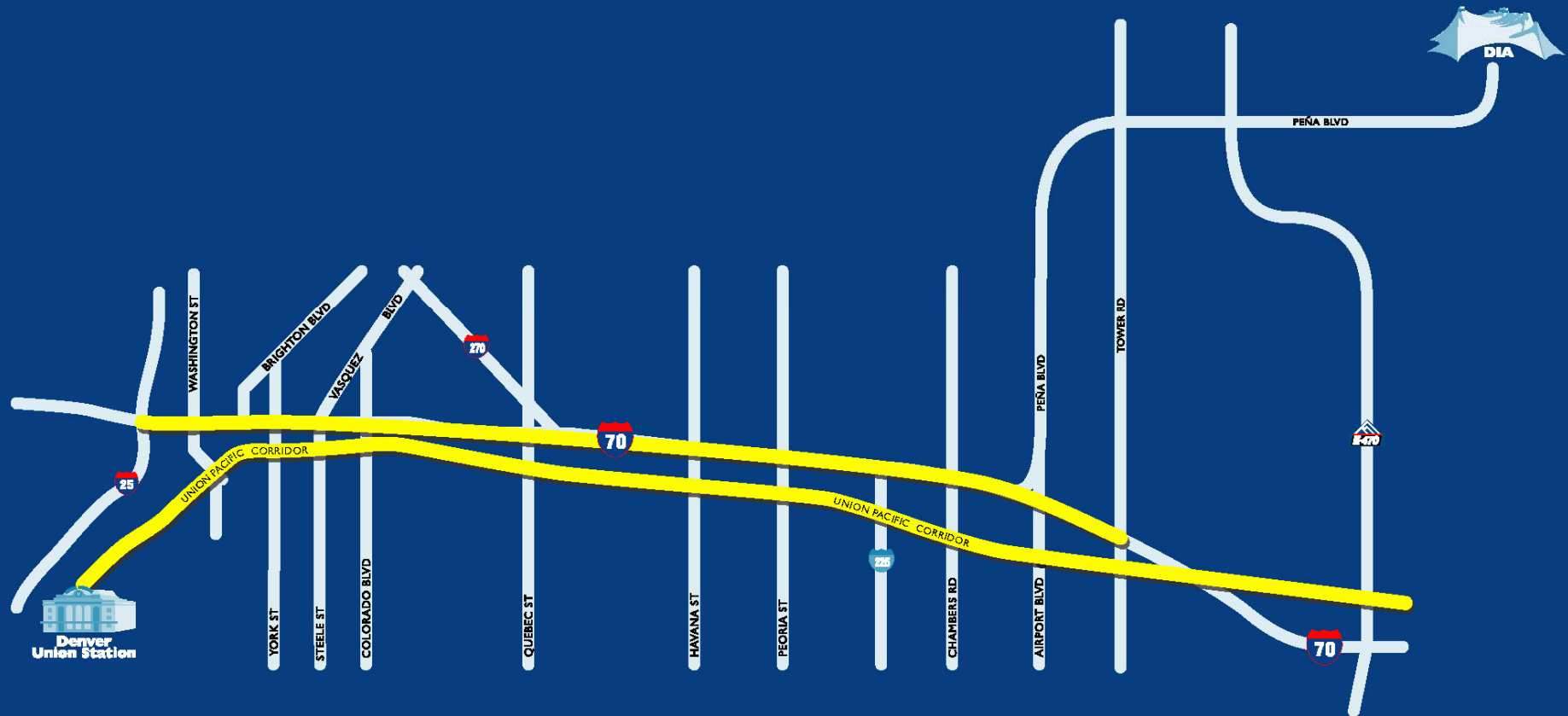
- Multi-modal transportation project
- Highway improvements
- New rapid transit line to airport
- Case study
  - Community impact assessment
  - Environmental justice



# When will the EIS end?



# Where is the I-70 East Corridor?





# Why a case study?

Demographics	Denver	Corridor Neighborhoods
Percent minority	51.9%	55.4 – 95.3%
Percent children in poverty	20.8%	4.3 - 39% <sup>(1)</sup>
Average annual household income	\$55,129	\$35,519 - \$64,401 <sup>(2)</sup>

1. Only one neighborhood below Denver average
  2. Only two neighborhoods above Denver average
- Source: Piton Foundation

**Pct Owner Occupied**



Globeville

Elyria Swansea

Northeast Park Hill

Cole

Clayton

Five Points

Pct African-American

0-10

10-30

30-70

Globeville

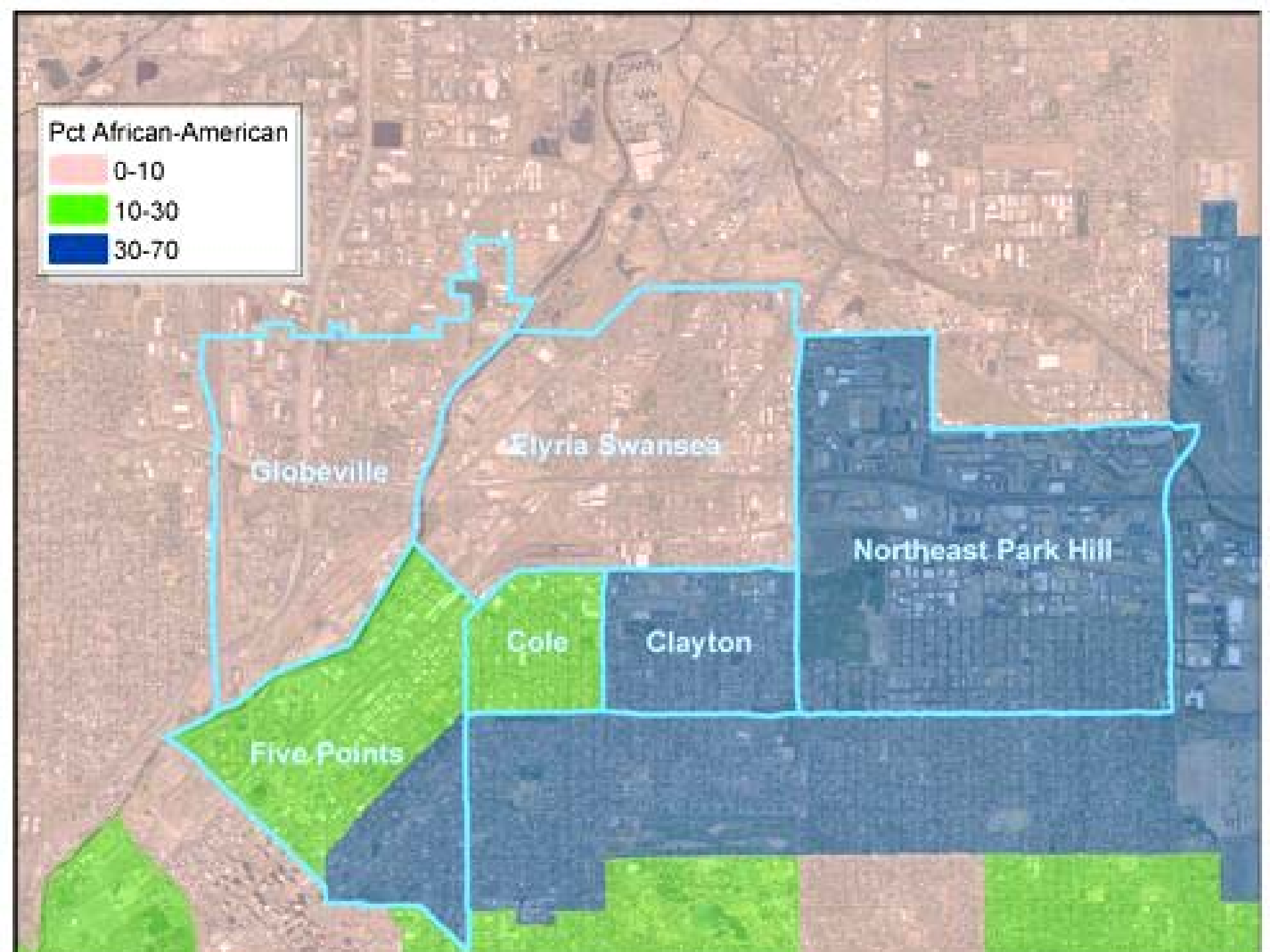
Elyria Swansea

Northeast Park Hill

Cole

Clayton

Five Points



**Pct Latino**

0-20

20-50

50-100

Globeville

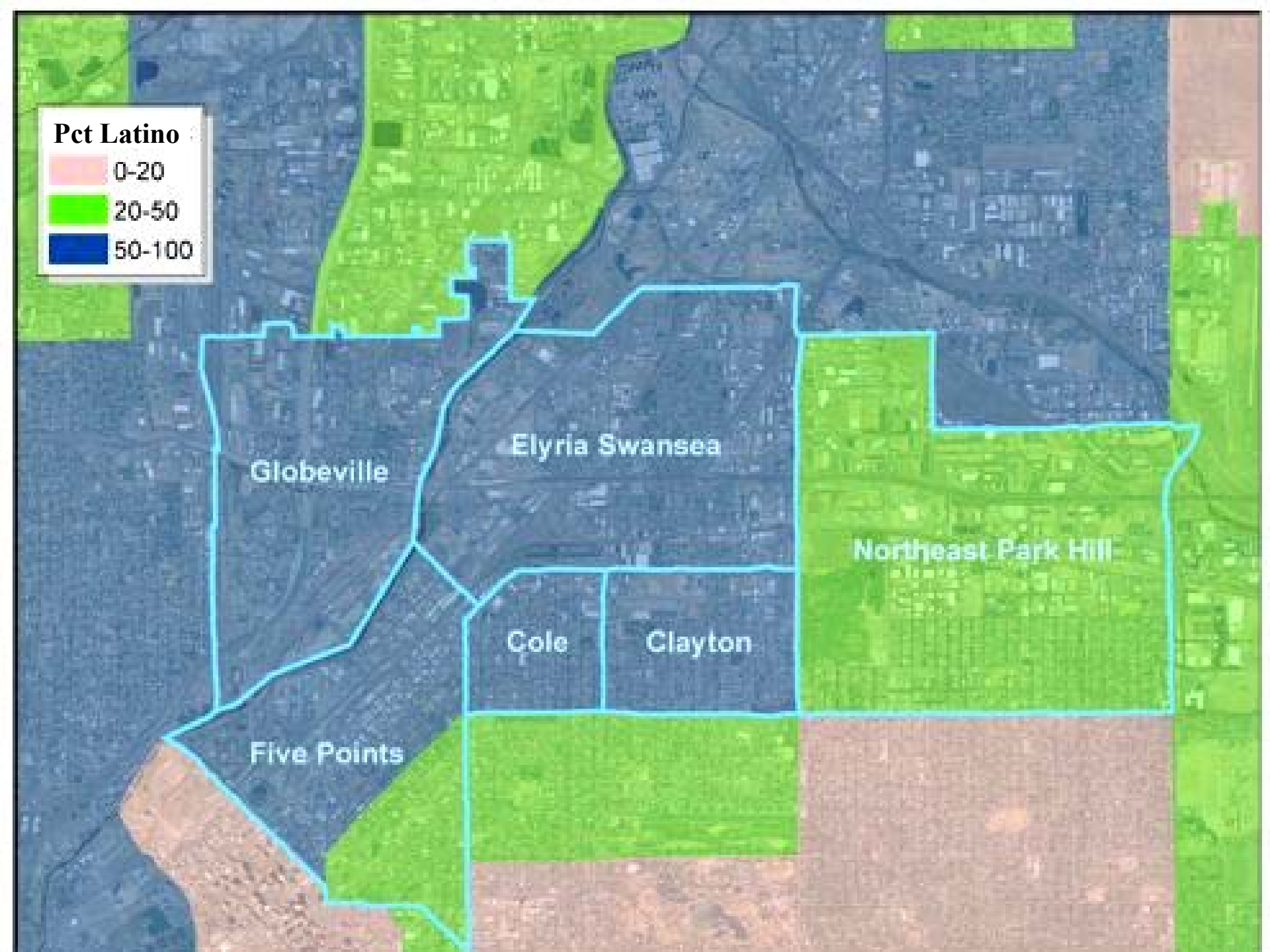
Elyria Swansea

Northeast Park Hill

Cole

Clayton

Five Points



# History of distrust

- Overall governmental mistrust and neglect
- I-70 original construction
  - Split two communities
  - Condemnation issues
- RTD demonstration line
  - Compromises made
  - Promises made





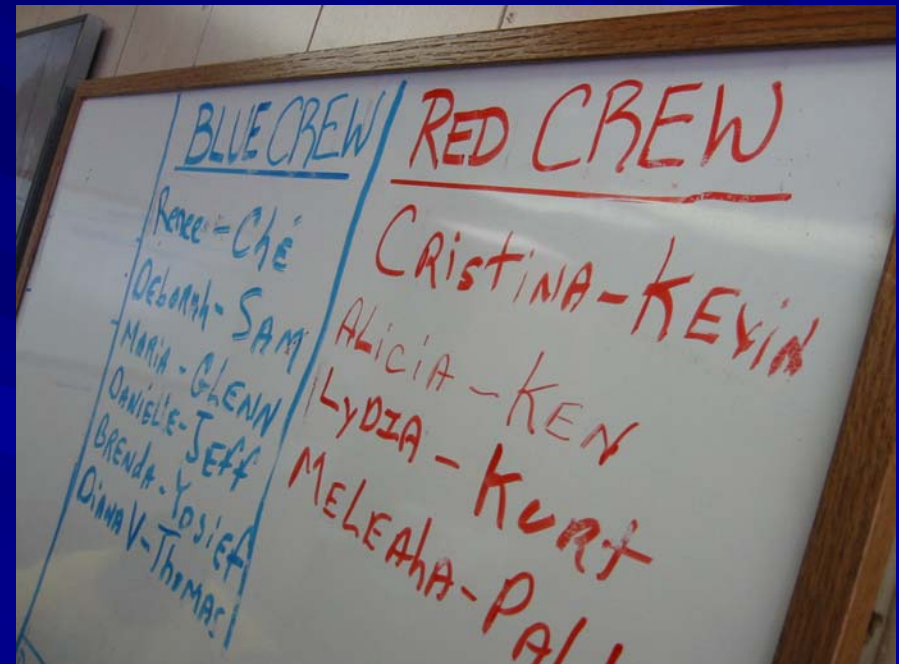
# How to overcome distrust?

- Build on existing relationships
- Include everyone
- Contact early and often
- Be committed
- Ask, don't tell
- Low-tech solutions



# Outreach program overview

- Goals
- Approach/tools
  - Branding
  - Training
  - Door to door outreach
  - Scoping meetings
  - On-going outreach

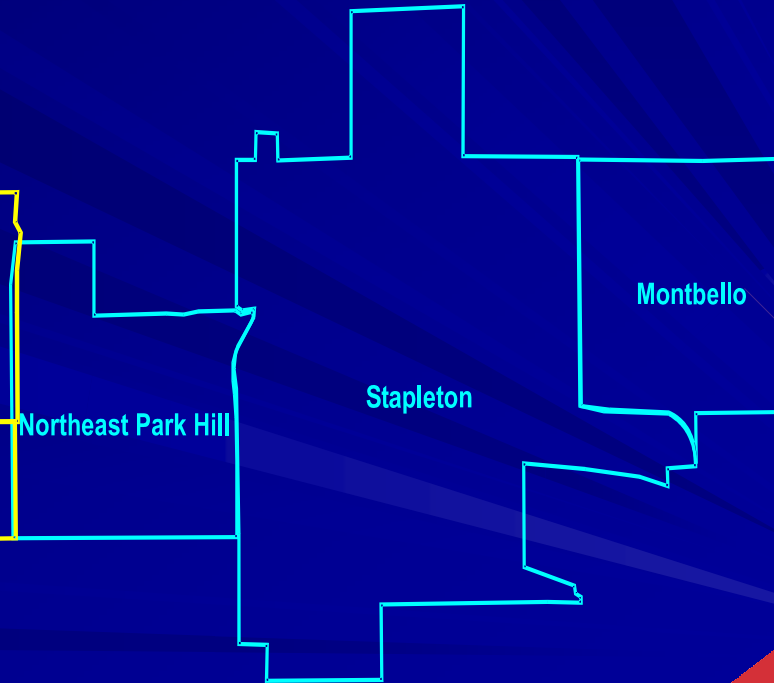
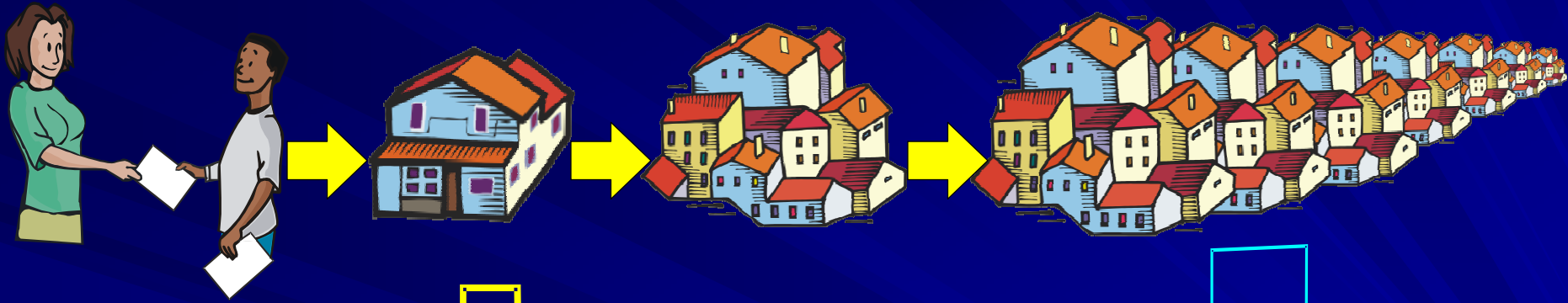


# Outreach process goals

- Solicit participation from every segment of the corridor
- Reach previously underserved residents and businesses
- Fulfill our NEPA requirements

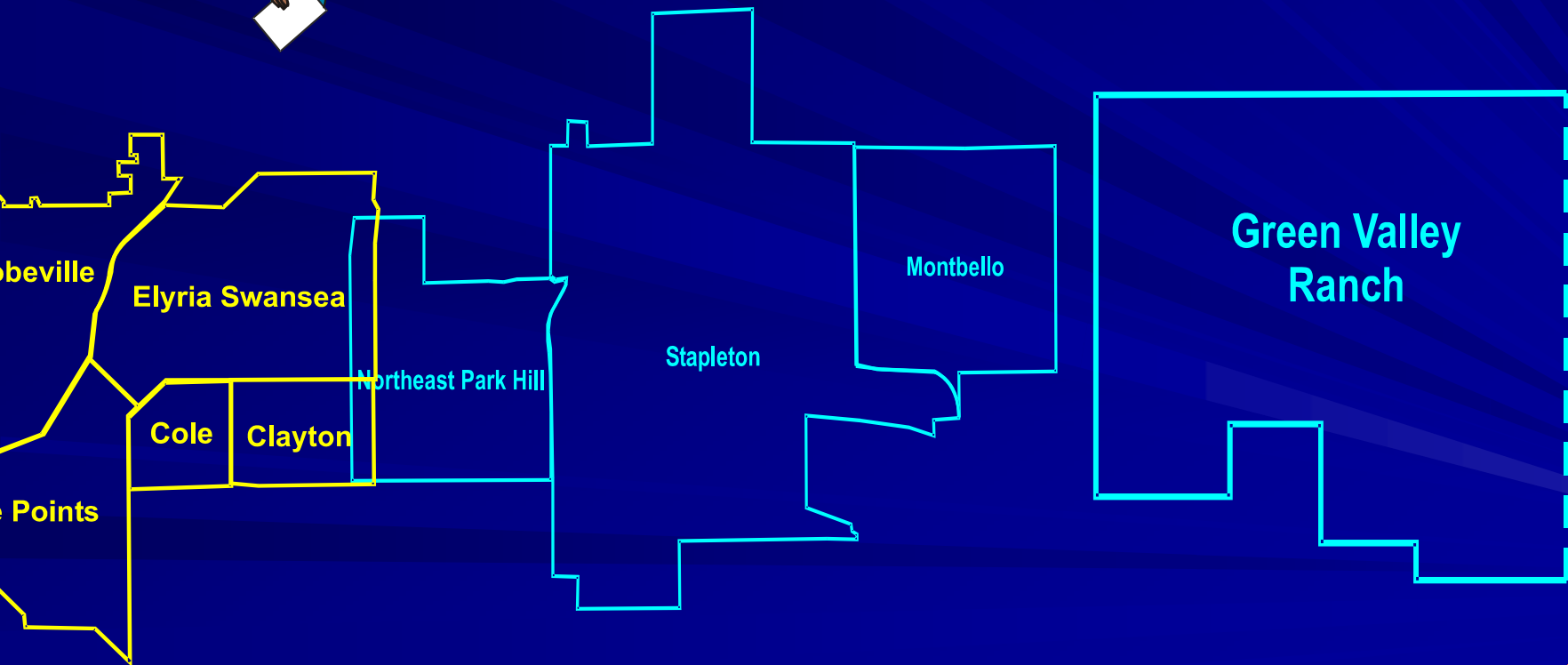
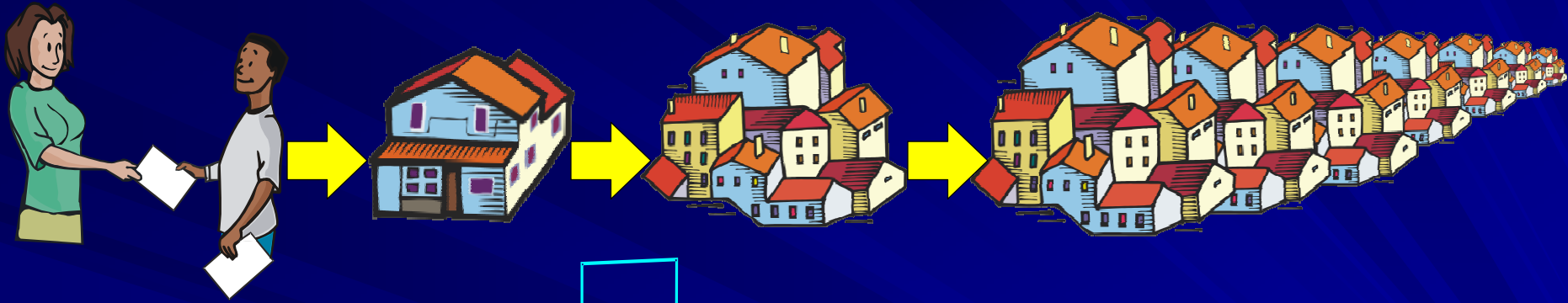


# Overall outreach approach





# Overall outreach approach





# Branding the project

- Logo
- “Yellow shirts”
- Outreach bags
- Name tags
- Flyers
- Business cards
- Advertising



# Outreach training

- Requirement for outreach
- History of neighborhoods
- How to go “door to door”
- Ethnic courtesy
- Lose the “techno-speak”



# Door to door outreach

- Pass the test!
- Specialists from the neighborhoods
- Bilingual teams
- Administer questionnaire
- Educate and invite
- Information on services



# Block meetings

- 8-16 block radius
- Hosted by neighbor in backyard or park
- Intimate – 10-15 people
- Discuss block issues
- Meals and translation





# Neighborhood meetings

- Larger meetings – up to 120
- Flyers
- Food, translation, child care
- Discuss neighborhood issues





# Corridor-wide meetings

- Largest meetings – up to 250
- Flyers, newsletters, and advertisements
- Food, translation, and child care
- Bring together all perspectives
- Dynamic format



# On-going outreach

- Working groups
- Website ([www.i-70eastcorridor.com](http://www.i-70eastcorridor.com))
- Neighborhood specific meetings
- Stakeholder presentations
- Project office

# Lessons learned

- Reduced level of acrimony
- Removed agency bias
- Eliminated team hierarchy
- Many aspects can be used anywhere
  - Engage people
  - Communicate
  - Educate
  - Treat people with respect

# Panel perspectives

- Jumetta Posey – other lessons learned
- Amanda Champany – community acceptance
- Shaun Cutting – federal agency insights



# Questions?





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